
Mission

To revitalize the US 17/92 corridor and surrounding communities by implementing the goals and objectives of the US 17/92 Corridor Redevelopment Plan.

Business Strategy

The 17/92 CRA is dedicated to increasing the property values of parcels located along the 17/92 corridor through the aggressive marketing of the community redevelopment area, implementing infrastructure improvements, encouraging business creation through the solicitation and recruitment of targeted industry/business types to locate or expand on the corridor, development programming and improving the overall aesthetic appeal of the area.

Objectives

Continue support of member cities comprising the Redevelopment Planning Agency of the 17/92 CRA and the CRA Board (Board of County Commissioners).

Enhance infrastructure and the provision of public services in the 17/92 CRA, particularly in terms of aesthetic, transportation and utilities improvements.

Conduct a market assessment of parcels along the 17/92 corridor.

Expand the small business incubation/assistance program into the 17/92 CRA area.

Implement a targeted business development program specifically formulated for the 17/92 CRA.

Create aesthetic design guidelines to provide a development template for improving the appearance of the corridor, creating a consistent theme for future development and addressing infrastructure and environmental issues.

Develop a marketing campaign designed to highlight the area as a prime business expansion or relocation destination.

Gain consensus of all cities along the 17/92 CRA corridor.

Performance Measures

	FY 00/01 Actual	FY 01/02 Estimated	FY 02/03 Goal
Rate of increase in overall property value within CRA	4.5%	9.3%	13.0%
Number of businesses assisted through Site Improvement Fund	N/A	N/A	5
Number of businesses assisted through Small Business Assistance Fund	N/A	N/A	30
Number of completed projects within CRA	4	2	7
Number of classes/seminars provided to 17-92 businesses	N/A	N/A	12

Department:		ECONOMIC DEVELOPMENT			Seminole County
Division:		17/92 CRA			
Section:					FY 2002/03
		2000/01 Actual Expenditures	2001/02 Adopted Budget	2002/03 Adopted Budget	% Change 2002/03 over 2001/02
EXPENDITURES:					
Personal Services		0	56,793	71,654	26.2%
Operating Services		21,950	388,530	363,081	-6.6%
Capital Outlay		0	0	0	
Debt Service		0	0	0	
Grants and Aid		0	0	270,000	100.0%
Reserves/Transfers		0	0	0	
Subtotal Operating		21,950	445,323	704,735	58.3%
Capital Improvements		127,621	177,100	99,220	-44.0%
TOTAL EXPENDITURES		149,571	622,423	803,955	29.2%
FUNDING SOURCE(S)					
17/92 CRA		149,571	622,423	803,955	29.2%
TOTAL FUNDING SOURCE(S)		149,571	622,423	803,955	29.2%
Full Time Positions		0	1	1	
Part Time Positions		0	0	0	
New Programs and Highlights for Fiscal Year 2002/03					
The following items are based upon recommendations by the US 17/92 Redevelopment Planning Agency:					
Site Improvement Fund to offer financial and/or technical assistance to redevelopment projects and/or site redevelopment enhancements along the corridor. Funding may support physical or facade improvements of an expanding business, including landscaping, signage and other improvements.					100,000
Public Spaces & Streetscape Improvement Fund to provide financial support and/or assistance to enhancements of the public spaces/lands within the corridor. Funds would be used for improvements in and adjacent to public rights-of-way including sidewalks and/or crosswalks, public streetscape improvements which would include street furniture and special lighting, intersection improvements, public parks and open spaces improvements.					100,000
Redevelopment Demonstration Project aimed at the transformation of an underperforming section of the corridor to a successful and prosperous business location.					170,000
Victoria Square Area Redevelopment Project to provide for the implementation of enhanced design principles and site design features in coordination with the City of Lake Mary.					35,000
Mast arms project along the US 17/92 corridor - SR417					99,220
Capital Improvements	2002-03	2003-04	2004-05	2005-06	2006-07
Total Project Cost	99,220	0	0	0	0
Total Operating Impact	0	0	0	0	0